PUBLICITY.
STATEMENT NO. 1.

CENSUS
of the
COMMONWEALTH OF AUSTRALIA.

385/
14/67

(A). INTRODUCTORY.

1. A Census will be taken of all persons in the Commonwealth on the night between Thursday, 29th June, and Friday, 30th June, 1933.

2. There are two Census forms, the Householder's Schedule (white) and the Personal Slip (blue). The Householder's Schedule is the principal form and generally particulars regarding all persons who spent the night of 29th June, 1933, in the dwelling should be entered on that form.

3. A Householder's Schedule will be left at each dwelling before Thursday, the 29th June, by Collectors appointed for the purpose. The Householder's Schedule provides for particulars of the dwelling and also of each occupant of the dwelling on the night between 29th and 30th June.

4. In addition, a Personal Slip will be issued to those persons who object to particulars regarding themselves being entered on the Householder's Schedule. In that case the person who objects is required to fill in a separate Personal Slip which must be handed, in an envelope, to the head of the household or manager of the establishment for delivery with the Schedule to the Collector. Envelopes will be provided for the purpose, and definite instructions are printed on the Envelope that it must not be opened, and will be called for by the Collector.

5. Every person is required to furnish, to the best of his or her knowledge and belief, the particulars asked for on the Census forms by Friday the 30th June, on or after which date a Collector will call for the completed returns. The Collector will render assistance in completing the Census forms where required. Any person who has not received the necessary Census form before Thursday, the 29th June, must apply immediately to the nearest Post Office or Police Station.

6. Persons on board a vessel in an Australian port, or travelling between any Australian ports, on Census night must furnish a completed Census form to the master of the vessel.

7. Every person travelling on the railways on Census night, and who is not counted elsewhere, must furnish a completed Census form to the Census Collector on the train.

8. Persons travelling, or camping out, on Census night who do not return to a dwelling or ship on Census day, Friday the 30th June, and are not counted elsewhere, must apply immediately to the nearest Post Office or Police Station.

9. Information given on a Census form is strictly confidential and is used only for statistical purposes. A collector or occupier of a dwelling disclosing any particulars is liable to a penalty of £50.

10. The householder or person in charge of the dwelling must answer the questions which the Collector asks for Census purposes. There is a penalty of £10 for not answering, and a penalty of £50 for knowingly making an untrue statement, either to the Collector or on a Census form.

11. Owing to the national character of the Census, and its importance to the Governments and the people, it is confidently expected that all will endeavour to make it successful by giving full and accurate information.

/(B). Why we

(B). WHY WE NEED A CENSUS.

12. So valuable are the results which will be derived by means of the forthcoming Census, so momentous have been the events of the last twelve years, so great their effect upon population, and so extensive the changes in industrial and social conditions, that special interest may properly be felt in this, the third numbering of the people of the Commonwealth on a national basis.

13. Were the work of Census-taking limited to a mere counting of heads, it would still be important, for, though numbers are not everything, they are a potent factor in the social and economic equations of the times. The Census returns will, however, furnish more than the mere data of numerical strength; they will present a picture of the development of our national life.

14. It is not easy to over-estimate the importance of the study of our national life and social organisation which we are able to make only by means of a Census. The Census gives us not only a vivid photograph of the present, but when the results are taken in conjunction with those of past Censuses, it shows also the direction in which we are travelling, and the rate of progress we are making.

15. The object of ~~broadcasting~~ this series of notes ~~over the National Service Network~~ is to bring before the public the purposes which the Census is intended to serve, to explain briefly the nature and importance of the information required, and to stress the necessity that the answers should be as accurate as possible, as well as to touch on such phases of the subject as appear likely to prove of general interest and of assistance in filling-in the required particulars on the Census forms.

16. In early times, the Census was taken primarily for military or taxation purposes, but the modern Census is used much more generally for administrative, sociological and economic purposes.

17. A National Stock-taking.- The periodical count and classification of the people may be considered as a national stock-taking. It is an endeavour to ascertain the stock of human units which constitutes the community; to classify that stock according to the categories of sex, age, birthplace, etc.; and to measure the changes which have taken place in its numbers and characteristics.

18. It is only by means of these periodic counts that governments, sociologists and other interested persons can measure definitely the many important changes which are taking place in the community as the results of immediate causes or of the more gradual evolution of society. Without a Census, many matters of great interest would necessarily be the subject of conjecture and uncertainty.

19. Statistical.- From a statistical point of view, the Census is indispensable, since it provides a basis for the standardisation of all other statistics relating to the affairs of the community. Statistics of production, finance, transport, communication, trade, shipping and vital statistics, etc., however carefully compiled, do not attain their full significance until it is possible to relate them to the population affected. To know the value of production in different industries without knowing the number, sex and age of those engaged in such industries; to know the extent of a country's trade without knowing the number of people in that country; or to know the amount of the public debt without knowing the number of the population responsible for the debt, would leave us in ignorance of a very essential aspect of these important matters.

20. Administrative.- An accurate knowledge of the numbers and distribution of the population is of the utmost value when consideration is being given to providing facilities for transport and communication, education, police protection, or any other of the many services which devolve on the Government. The equal representation of the people in their parliaments, which is fundamental to democracy, requires accurate knowledge of the distribution of the people throughout the country. Whether a community is increasing or diminishing in number; whether the people are concentrating in the towns or spreading over the country; whether existing or proposed expenditures of public moneys are justified by existing or anticipated local populations; whether the production of wealth in any locality represents benefits to few or many, are questions which demand for their answer the solid basis of fact provided by the Census.

/21. Public Health

21. Public Health.- Not least among the advantages of a Census is that it enables the risk of disease and death due to sex or age or occupation to be separated from other risks, when it is desired to ascertain the relative healthiness of different communities or of the same community at different times. The health authorities are thus better informed as to significant differences in the prevalence of sickness and death, and the ground is, to that extent, cleared for them in their search for special causes.

22. For these and many other purposes the correction of statistical information by a periodic Census is as urgent as the need for the periodic correction of a ship's compass.

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